

## Message Text

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ACTION AF-08

INFO OCT-01 ISO-00 EB-08 /017 W  
-----250603 038203 /17

R 241235Z FEB 77  
FM AMCONSUL JOHANNESBURG  
TO USDOC WASHDC  
INFO SECSTATE 5663  
AMCONSUL CAPE TOWN  
AMCONSUL DURBAN  
AMEMBASSY PRETORIA  
AMEMBASSY MBABANE

UNCLAS JOHANNESBURG 0417

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A  
TAGS: BBSR, ELAB, SF, BEXP  
SUBJECT: WTDR/FTI TSHABALALA ENTERPRISES

1. SOUTH AFRICA 2. CNTRY CODE: 791 3. SER NO: NA  
4. TSHABALALA ENTERPRISES  
4A. CODE: 4B. CODE: 04 4C. CODE:  
5. PO BOX 5975; (GENEVA HOUSE, LOVEDAY STREET)  
6. JOHANNESBURG 2000, TRANSVAAL, SOUTH AFRICA  
7. ESTABL: 1946 8. EMPL: 130 9. SIZE: (19-X) LARGE  
10. REPUTATION: (22-X) GOOD  
11. SELLS ITS PRODUCTS IN THE FOLLOWING AREA: SOWETO AND  
SWAZILAND  
12. RPT DATE: 02/77  
13A. 55110/1 MOTOR VEHICLE DEALER  
13B. 55310/1 AUTO PARTS AND ACCESSORIES RETAILER  
13C. 55410/9 GASOLINE SERVICE STATION OPERATOR  
13D. 54110/1 RETAILER, SUPERMARKET OWNER  
13E. 58130/9 NIGHT CLUB OWNER  
13F. 72110/9 DRYCLEANING SERVICE OPERATOR  
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13G. 75380/9 AUTOMOTIVE REPAIR SHOP OWNER  
13H. 78320/9 CINEMA THEATER OWNER  
14. CONTACT: E.B. TSHABALALA TITLE: DIRECTOR  
15. CABLE: NA 16. TELEX: NA  
17. TEL: 011/8331222  
18. FINANCIAL REFS: STANDARD BANK OF SA, BOOYSENS,  
JOHANNESBURG

19. TRADE REFS: SHELL SOUTH AFRICA LIMITED, JOHANNESBURG;  
MAKRO LIMITED, GERMISTON TVL.

20. AGENCY REP OF: NA

21. TSHABALALA ENTERPRISES, THE HOLDING COMPANY FOR A NUMBER OF FIRMS OPEATING IN SOWETO, A LARGE BLACK TOWNSHIP WITH 1 1/4 MILLION INHABITANTS, CONTIGUOUS TO THE JOHANNESBURG METROPOLITAN AREA, AS WELL AS IN NEIGHBORING SWAZILAND, HAS ITS HEAD OFFICE IN A GOOD LOCALITY IN JOHANNESBURG. ITS SUBSIDIARY COMPANIES WHICH OPERATE IN SOWETO ARE: TSHABALALALA BAZAARS (PTY) LIMITED, EYETHU CINEMA (PTY) LIMITED TSHABALALA MOTORS (PTY) LIMITED, TSHABALALA DRYCLEANERS (PTY) LTD, SWAZI ROYAL LODGE DISCOTHEQUE (PTY) LTD. THE COMPANIES REGISTERED AND OPERATING IN IN SWAZILAND ARE: UMBELUZI DRYCLEANERS (PTY) LTD EYETHU MOTOR CORP (PTY) LIMITED, TSHABALALA ESTATES (PTY) LTD, EYAKO INSURANCE BROKERS (PTY) LTD. MR TSHABALA HAS HAD EXTENSIVE BUSINESS EXPERIENCE (THE HOLDING COMPANY WAS ESTABLISHED IN 1946) AND IS KEEN TO EXPAND HIS BUSINESS ENTERPRISES AND ESTABLISH BUSINESS RELATIONS WITH US COMPANIES, PARTICULARLY WHERE HIS INTERESTS IN MARKETING AMERICAN FASHIONWEAR AND AUTO ACCESSORIES LIE. HE IS ALSO KEEN TO EXPAND LINES CARRIED IN HIS SUPERMARKET TO INCLUDE US KITCHENWARES AND HOUSEWARES, DOMESTIC APPLIANCES AND HOME FURNISHINGS. AS AN INDICATION OF THE EXTENT OF HIS OPERATIONS IN SOWETO, HIS NIGHT CLUB WAS COMPLETED IN 1976 AT A COST OF \$200,000 WHILE HIS UNCLASSIFIED

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CINEMA THEATER, ONE OF THE FEW SUCH ENTERTAINMENT OUTLETS IN SOWETO, CAN SEAT 2,500, AND HE USUALLY ENJOYS CAPACITY AUDIENCES AT ALL HIS SHOWS. ON FRIDAYS AND SATURDAYS HE SOMETIMES HAS AS MANY AS EIGHT SHOWS PER DAY. TSHABALALA HAS AN EXCELLENT TRACK RECORD AND A SUPERIOR REPORT HAS BEEN OBTAINED FROM HIS BANKERS, THE STANDARD BANK AT BOOYSENS AND THE STANDARD BANKS HEAD OFFICE IN JOHANNESBURG. HIS ACCOUNTS ARE SUBSTANTIAL - WELL IN EXCESS OF SEVEN FIGURES AND NO LESS THAN THE STANDARD MERCHANT BANK HAS INFORMED THE REPORTING OFFICER THAT THE BANK WILL GIVE HIM FULL FACILITIES ON ANY BUSINESS TRANSACTION FOR WHICH HE MAY SEEK THE BANK'S ASSISTAN E. WE DEEM TSHABALALA ENTERPRISES TO BE AN EXCELLENT TRADE CONTACT FOR US FIRMS.

22. PREPARED BY: R J ADEY APPROVED BY: RN KIRBY  
AT US CONSULATE GENERAL, JOHANNESBRG SOUTH AFRICA.JOHNSON

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** BUSINESS REPUTATION  
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**Copy:** SINGLE  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI TSHABALALA ENTERPRISES  
**TAGS:** BBSR, ELAB, BEXP, SF, TSHABALALA ENTERPRISES  
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**Review Markings:**  
Margaret P. Grafeld  
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